



**REVERSE LOGISTICS  
ASSOCIATION™**

**CONFERENCE & EXPO**

# EXHIBITOR GUIDE

## LAS VEGAS



# Welcome to the Reverse Logistics Conference and Expo – Las Vegas!

We are looking forward to this event and recognize the important role our exhibitors play in ensuring a successful conference and show. Outlined below is the information you will need with regard to the show. Should you have any questions or concerns, please email us at [events@RLA.org](mailto:events@RLA.org).

## VENUE

The Reverse Logistics Conference & Expo will take place at the Mirage Hotel. The exhibit hall will be located in GrandBallroom F,G, H. The Conference Presentation room will be in Grand Ballroom A. The exhibit hall floor plan and scaled drawing of the exhibit area can be found on pages 7 and 8 of this Exhibitor Guide.

## GENERAL BOOTH INFORMATION

Included in the Exhibitor's contracted price are the following:

- Wastebasket
- 2 chairs and one 6' black draped table.
- General Cleaning of Booth Space
- There will be wireless internet available in the conference center for all exhibitors and attendees. Please use the Encore Order Form to order a direct highspeed internet line to your booth.
- Exhibitors have to order electricity separately to power their booth lights, laptop computers, LCD/plasma monitors and other office equipment in their booths. Use the Electrical Services Form found her [MirageExhibitorServices.com](http://MirageExhibitorServices.com) to order electricity for your booth
- Each 10' x 10' booth will be set with 8' black back drape, 3' high black side dividers, one 6' black draped table.

## INSURANCE

As indicated in the contract, please email your certificate of insurance to [info@rla.org](mailto:info@rla.org) for

Reverse Logistics Association

2300 Lakeview Parkway

Suite 700, Alpharetta,

Georgia 30009,

Main Number: +1 801-331-8949 If Exhibitor is using a contractor to set up their booth, the contractor should also provide a certificate of insurance to RLA. Certificate of Insurance must be received no later than 25 days prior to the event.

## SPONSORSHIP OPPORTUNITIES

There are several sponsorship opportunities available for this event. Sponsorships make your exhibiting experience more rewarding and give you additional visibility. Take advantage of these tremendous opportunities to implement event marketing strategies that will grab the attention of RLA Conference & Expo attendees before, during and after the event. For more information on sponsorship opportunities please visit our [Sponsor page](#) or contact RLA at [events@RLA.org](mailto:events@RLA.org).

## FLOOR PLAN AND BOOTH SELECTION

Referenced on **page 7** is a sample floor plan of the exhibit hall. Please submit your 1st, 2nd, and 3rd preference for your booth location ASAP – if you have not already done so.

### Warehouse Shipping Address:

Exhibiting Company Name / Booth # \_\_\_\_\_  
 Reverse Logistics Association Conference & Expo  
 C/O FREEMAN  
 6675 W Sunset Rd  
 Las Vegas, NV 89118

### Show Site Shipping Address:

Exhibiting Company Name / Booth # \_\_\_\_\_  
 RLA Conference & Expo  
 C/O FREEMAN  
 Mirage Event Center  
 3400 Las Vegas Blvd S  
 Receiving Rd 2  
 Las Vegas, NV 89109

## BOOTH SHIPPING/ DRAYAGE INSTRUCTIONS

Materials shipped via FREEMAN will arrive to the show site beginning at 10am on Tuesday. Please contact FREEMAN for any questions on drayage and additional services for your booth, [www.freeman.com](http://www.freeman.com) or +1 (702 ) 579 -1700 . Refer to the FREEMAN Exhibitor Kit for other detailed drayage and shipping information.

## LAS VEGAS – THE MIRAGE HOTEL

*For non-booth items and smaller shipments to the hotel, please use the hotel's FedEx Business Center:*

### **The Mirage FedEx Business Center:**

Hold for Guest (Guest Name) (Guest Cell Number)  
 (Guest Company Name)  
 c/o FedEx Office at The Mirage Hotel & Casino  
 3400 Las Vegas Boulevard South  
 Las Vegas, NV 89109  
 (Event Name / Arrival Date / Meeting Room)

## SETUP AND BREAKDOWN TIMES

Exhibitors can set up their booths on Tuesday, Feb 4th starting at 12:00pm until 5:00pm. Breakdown is scheduled for Thursday at 2:45pm. If you are unable to set-up or breakdown during these scheduled times you are responsible for making alternate arrangements.

## EXHIBIT TIMES

The Exhibit Hall is open during the following times:

### **Tuesday**

5:00 pm – 7:00 pm – Exhibit Hall Opening Reception

### **Wednesday**

7:00 am – 7:00 pm – Exhibit Hall Open (closed during Keynote Speaker 8:55-9:30am)

### **Thursday**

7:00 am – 2:45 pm – Exhibit Hall Open (closed during Keynote Speaker 9:25-10am)

## BOOTH GUIDELINES

### CANOPIES AND CEILINGS

Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or to allow for hanging products). Canopies for Linear or Perimeter Booths should comply with Line-of-Sight requirements. (See "Use of Space" for Linear or Perimeter Booths).

The bottom of the canopy should not be lower than 7ft (2.13m) from the floor within 5ft (1.52m) of any aisle. Canopy supports should be no wider than three inches 3in (.08m). This applies to any booth configuration that has a sight line restriction, such as a Linear Booth. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings, and other similar coverings. Check with the appropriate local agencies prior to determining specific exhibition rules.

### TOWERS

A Tower is a free-standing exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit space configuration being used.

Towers in excess of 8ft (2.44m) should have drawings available for inspection. Fire and safety regulations in many facilities strictly govern the use of towers. A building permit or safety lines may be required.

### DRONES

Please be advised that drones are not allowed to be operated anywhere on The Mirage property. There are very limited scenarios where this policy may be considered, however, prior review and approval (in writing) must be obtained from Risk Management Director and Convention Senior Leadership team. Any such requests must be made at least 60 days prior to any event to allow for sufficient review time. This policy also applies to any un-manned vehicles.

### STRUCTURAL INTEGRITY

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as fork lifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures.

It is recommended that all 20ft by 20ft (6.10m by 6.10m) and over exhibits require a drawing, plans or renderings, preferably digital, to be submitted to the show organizer.

Exhibitors should ensure that any display fixtures such as tables, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.

### ELECTRICAL

Every exhibit facility has different electrical requirements. However, minimum guidelines are suggested:

- All 110-volt wiring should be grounded three-wire.
- Wiring that touches the floor should be "SO" cord (minimum 14-gauge/three-wire) flat cord, which is insulated to qualify for "extra hard usage."
- Cord wiring above floor level can be "SJ" which is rated for "hard usage."
- Using zip cords, two-wire cords, latex cords, plastic cord, lamp cord, open clip sockets, and two-wire clamp-on fixtures is not recommended and is often prohibited. Cube taps should be prohibited.
- Power strips (multi-plug connectors) should be UL approved, with built-in over-load protectors.

## LIGHTING

Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting:

- No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems should submit drawings to exhibition management for approval.
- Lighting, including gobos, should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or exhibition aisles.
- Lighting which is potentially harmful, such as lasers or ultraviolet lighting, should comply with facility rules and be approved in writing by exhibition management.
- Lighting that spins, rotates, pulsates, and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.
- Currently, some convention facilities are not allowing quartz halogen lighting fixtures in exhibits due to potential fire hazards. Check with exhibition management.
- Reduced lighting for theater areas should be approved by the exhibition organizer, the utility provider, and the exhibit facility.

## STORAGE

Fire regulations in most exhibit facilities prohibit storing product, literature, empty packing containers, or packing materials behind back drapes or under draped tables. In most cases, however, exhibitors may store a limited supply of literature or product appropriately within the booth area, so long as these items do not impede access to utility services, create a safety problem, or look unsightly.

- Aisles and exits as designated on approved show plans shall be kept clean, clear and free of obstructions. Easels, signs, etc. shall not be placed beyond the booth area into aisles. Exhibitors must keep their booths and displays within the designated perimeters. Any violators will be made to move their exhibits.

## DEMONSTRATIONS

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of each exhibitor to arrange displays, product presentation, audio visual presentations, and demonstration areas to ensure compliance. Exhibitors should be aware of local regulations regarding fire/safety and environment which must be adhered to.

Special caution should be taken when demonstrating machinery or equipment that has moving parts, cooking equipment with an open flame, or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of 3ft (.91m) and/or install hazard barriers as necessary to prevent accidental injury to spectators. Additionally, demonstrations should only be conducted by qualified personnel.

## SOUND/MUSIC

In general, exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Rule of thumb: Sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth. (Refer to OSHA at [www.osha.gov](http://www.osha.gov) for more information.)

Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI, and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music.

### HOTEL/TRAVEL ARRANGEMENT INFORMATION

Planning to stay at the Mirage Hotel? Reservations should be made well in advance. To receive priority registration with a discounted rate, your staff should register with the hotel by January 22nd using the [Mirage/RLA online form](#). Members of your group may still request rooms after the cutoff date. Such rooms are subject to the hotel's availability at prevailing room rates.

### GROUND TRANSPORTATION / PARKING

Ground Transportation to the hotel is available via taxi, public transportation, Uber or Lyft. Self-parking and valet services are available at the Mirage Hotel. Guests can check-in at the front desk or use any of the self check-in kiosks in the front lobby.

### GIVE YOUR BOOTH VISIBILITY BEFORE, DURING, AND AFTER THE EVENT

Share your involvement at RLA Vegas 2020 on social media, on your company website, newsletters, emails and press releases. Be sure to use our 2020 hashtag **#RLAVegas2020** and tag us on these social media outlets:



Reverse Logistics Association <https://www.linkedin.com/company/reverse-logistics-association/>



@RL\_Association [https://twitter.com/RL\\_Association](https://twitter.com/RL_Association)



@ReverseLogisticsAssociation <https://www.facebook.com/ReverseLogisticsAssociation/>

## MIRAGE LAS VEGAS RESORT & CASINO



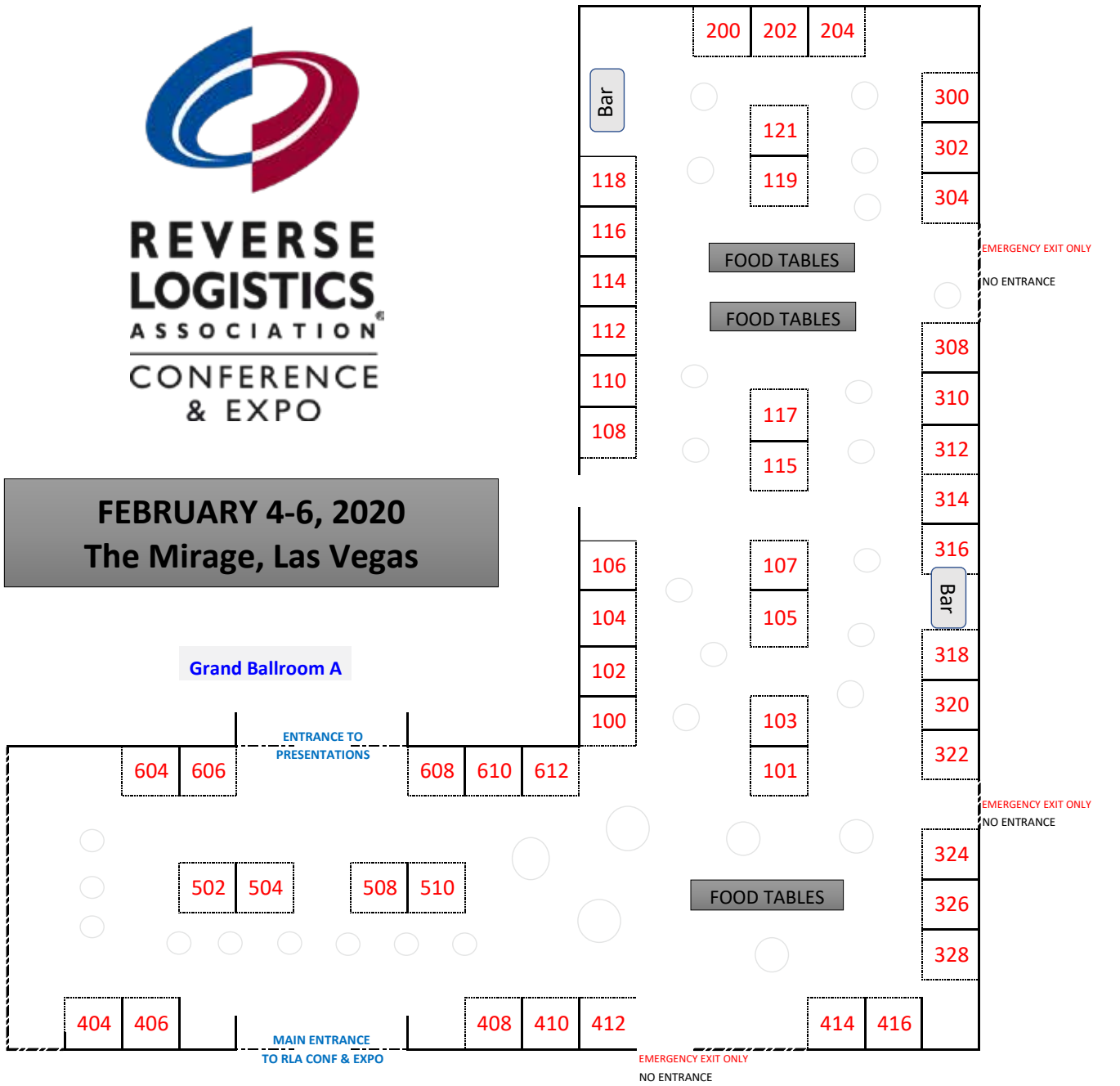
### MIRAGE LAS VEGAS RESORT HOTEL – 2020 EXHIBITOR FLOOR PLAN



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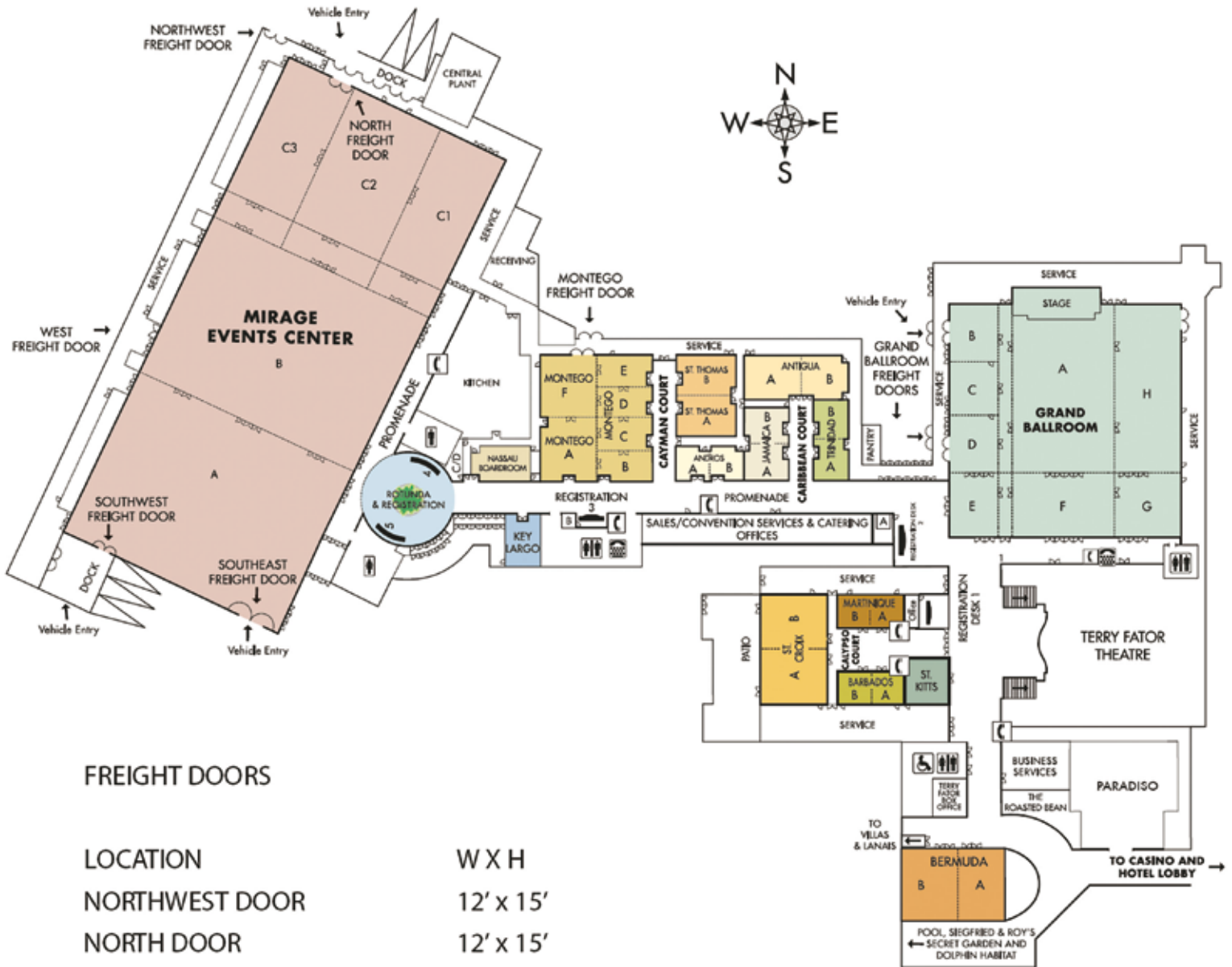
**FEBRUARY 4-6, 2020**  
**The Mirage, Las Vegas**

Grand Ballroom A



MIRAGE LAS VEGAS RESORT HOTEL – MEETING FACILITIES MAP

# MIRAGE CONVENTION AREA



**FREIGHT DOORS**

| LOCATION              | W X H     |
|-----------------------|-----------|
| NORTHWEST DOOR        | 12' x 15' |
| NORTH DOOR            | 12' x 15' |
| SOUTHEAST DOOR        | 25' x 16' |
| SOUTHWEST DOOR        | 12' x 15' |
| WEST DOOR             | 10' x 10' |
| MONTEGO DOOR          | 12' x 15' |
| GRAND BALLROOM B DOOR | 9' x 14'  |
| GRAND BALLROOM D DOOR | 9' x 14'  |